"CAMELS DON'T GET YOUR WIND"

FAMOUS ATHLETES AGREE

1935

SLUGGER. Lou Gehrig says: "For steady smoking I pick Camels. They never get my wind or my nerves. Those costly tobaccos sure show up in Camel's mildness and flavor."

TENNIS ACE. Bill Tilden: "I must keep in 'condition.' I smoke Camels, the mild cigarette. They don't get my wind or upset my nerves. And I never tire of their smooth, rich taste."

TRACK STAR. James Bausch reports: "Camels are so mild they don't get my wind or cut down my endurance. And Camel is a better-tasting cigarette; always rich and mellow."

STAR WOMAN GOLFER. "There's a certain delicacy in the flavor of Camels that appeals to women," says Helen Hicks. "And Camels do not affect my nerves or my wind, either."

DIVER. Harold ("Dutch") Smith says: "After a meet, a Camel restores my energy. And what's equally important to me—Camels never affect my endurance or interfere with my wind."

JANE FAUNTZ, Olympic Swimming and Diving Star. "Since I started smoking, I have always smoked Camels," says Miss Fauntz. "They do not get my wind or jangle my nerves." Other champions agree as to the mildness of Camels...their fragrance and flavor...their good taste. Athletes say Camels don't fray their nerves or get their wind.

GOLF CHAMPION. Gene Sarazen says: "Playing as much as I do, I *have* to keep in 'condition.' I smoke Camels. They are so mild they never get my wind—never upset my nerves."

SO MILD . . . YOU CAN SMOKE ALL YOU WANT!

Camels are made from finer, MORE EXPENSIVE TOBACCOS — Turkish and Domestic — than any other popular brand.

(Signed) R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.

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R. J. Reynolds Tob. Co.

HOMEMAKER—Mrs. J. B. Feeley

COSTLIER TOBACCOS!

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